

Figure 1

100

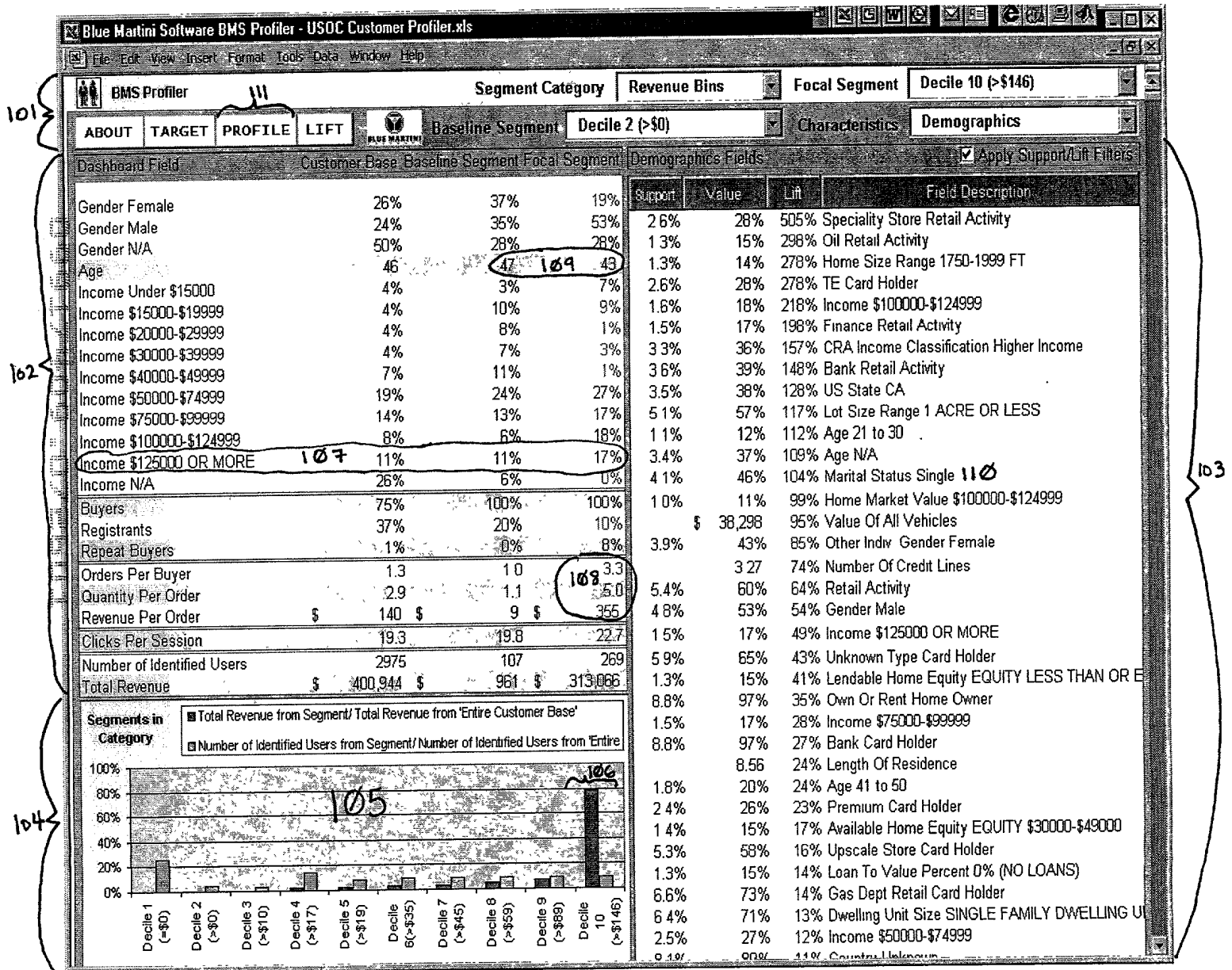


FIG. 2

200

	203 Sex	204 High_Salary	205 Home_Value	206 Collge_Education
201 Entity 1	M	True	250,000	Undergrad
Entity 2	F	True	480,000	Grad
202 Entity 3	M	False	0	Prof
.
.
.
.
.
Entity n	M	False	600,000	None

T09220"60421660

Figure 3

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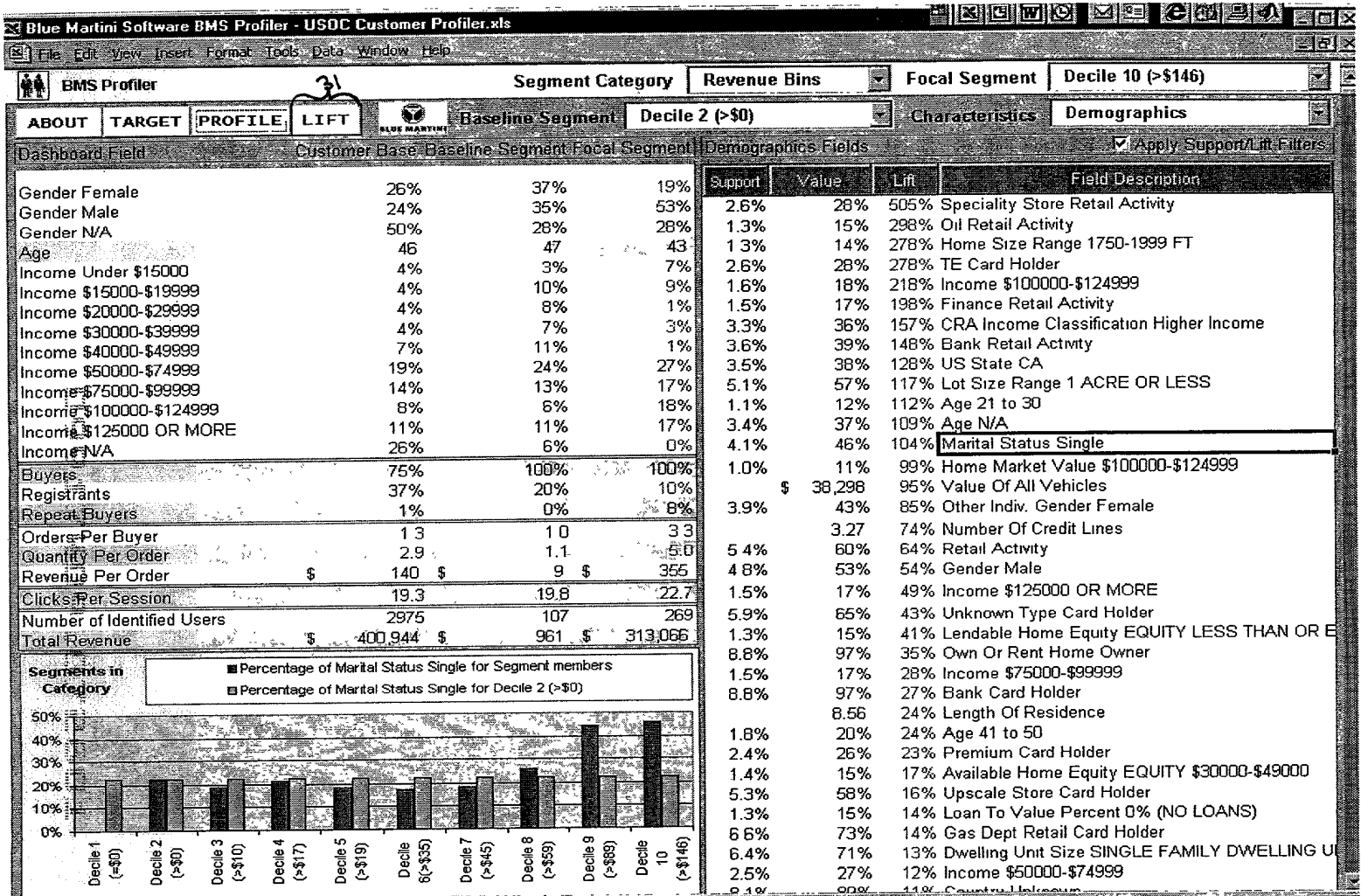


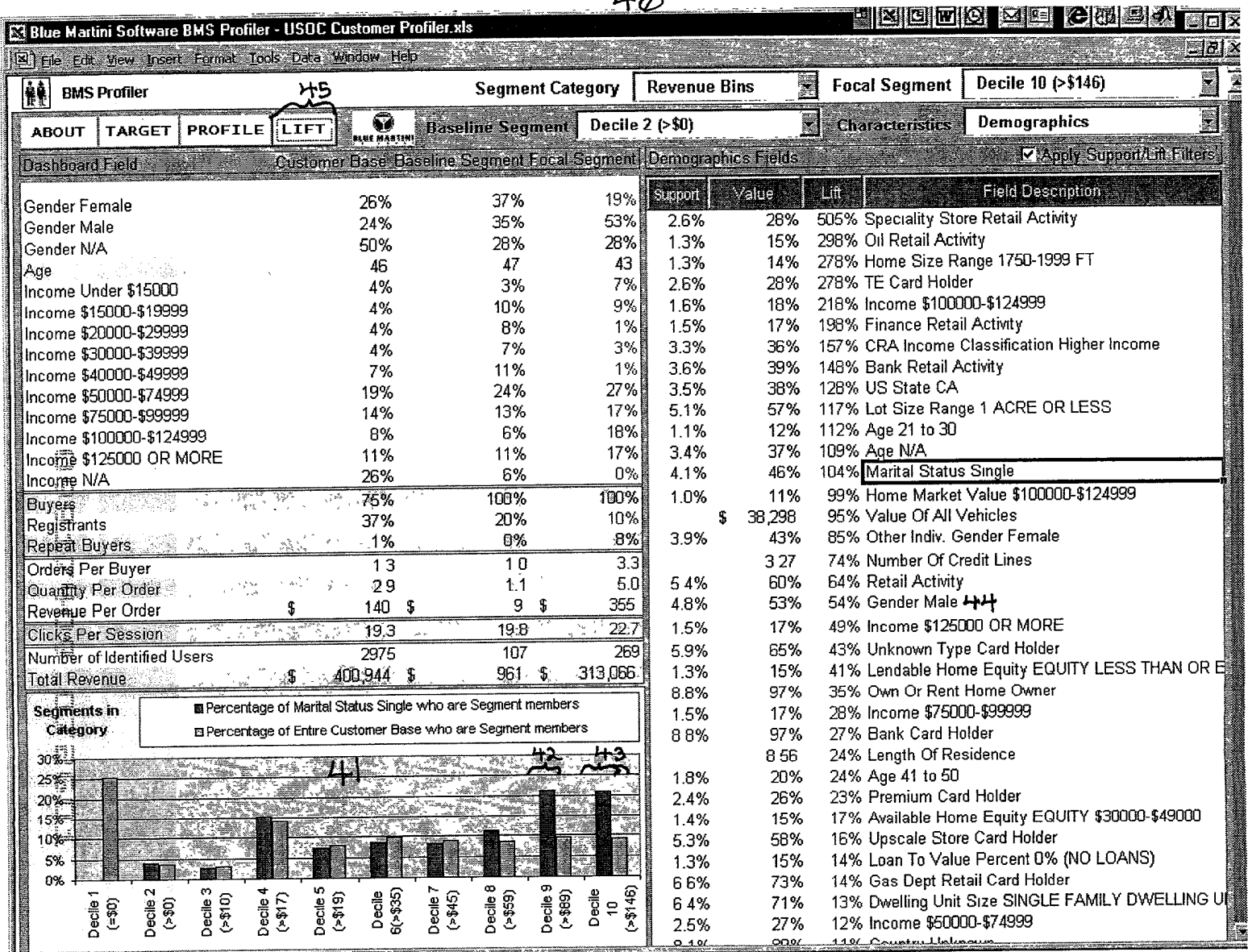
Figure 4
40

Figure 5

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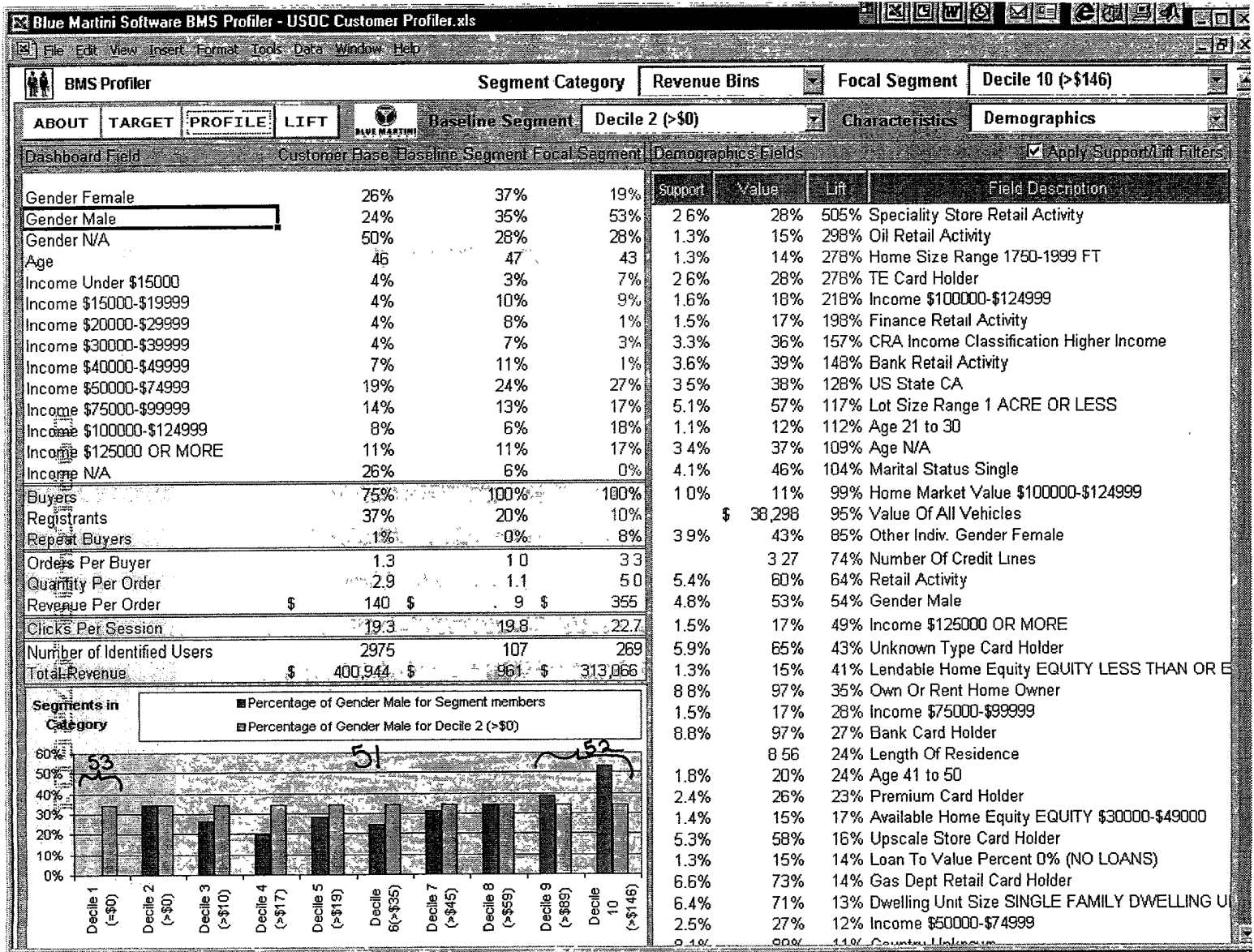


Figure 6

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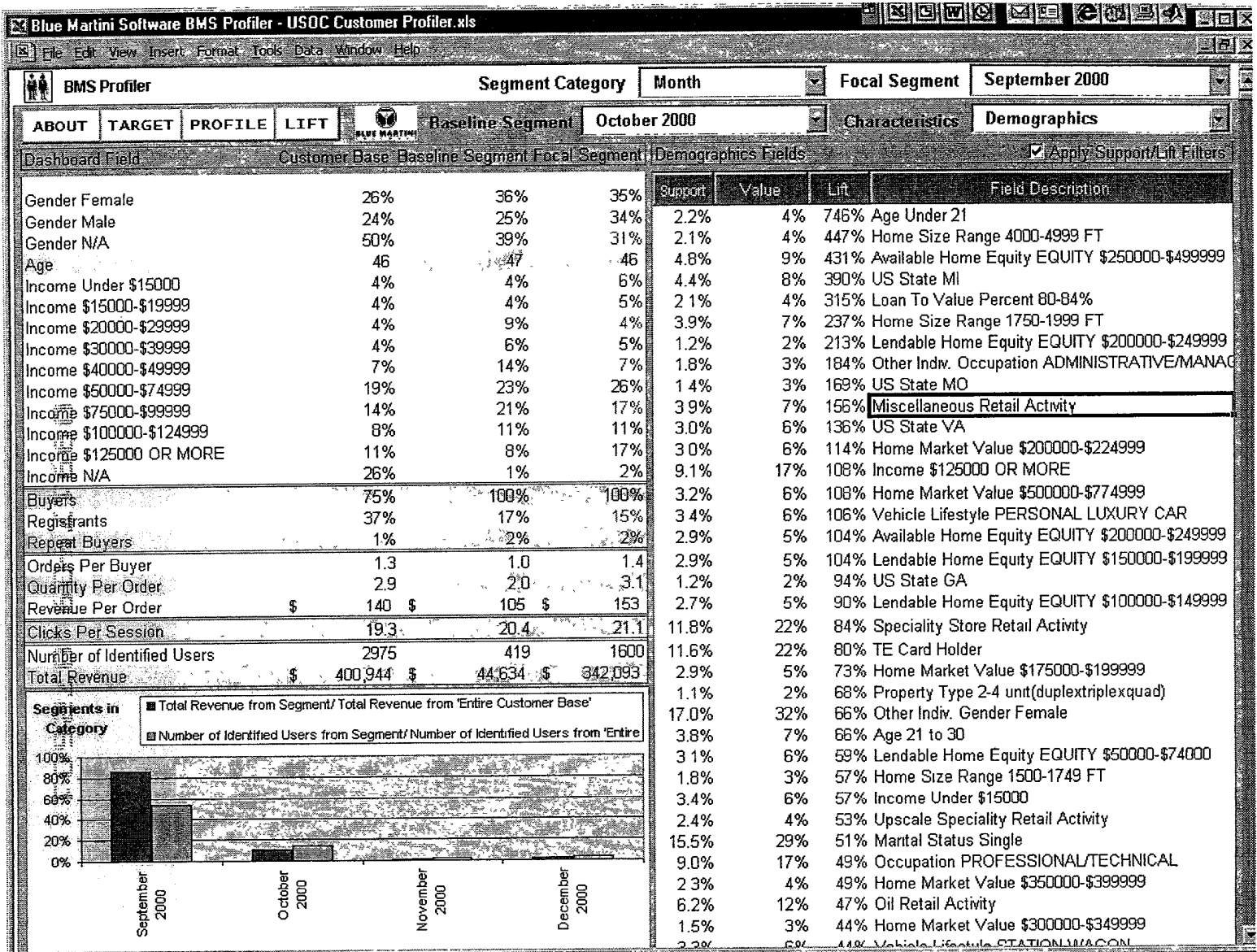


Figure 7

76

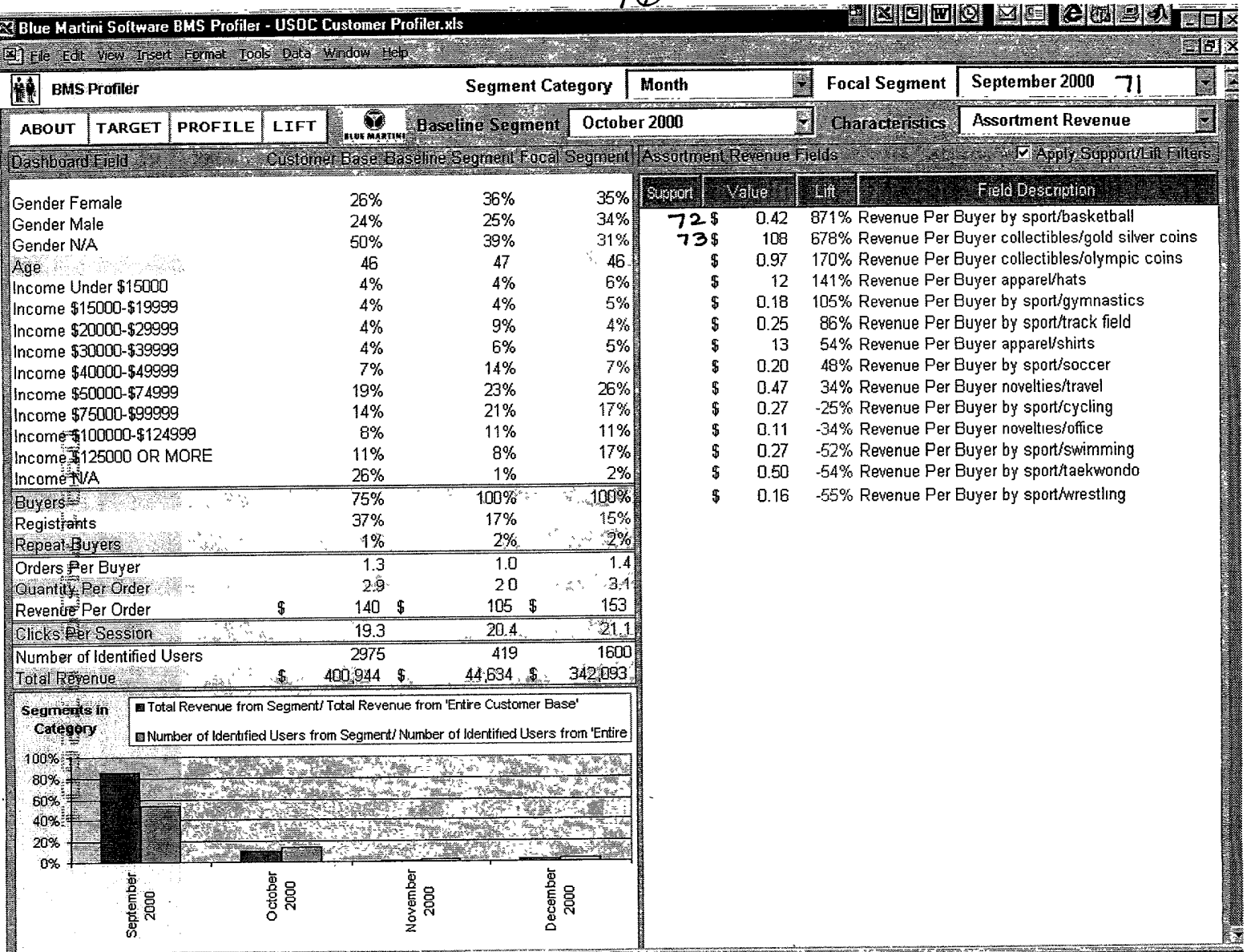


Figure 8

80

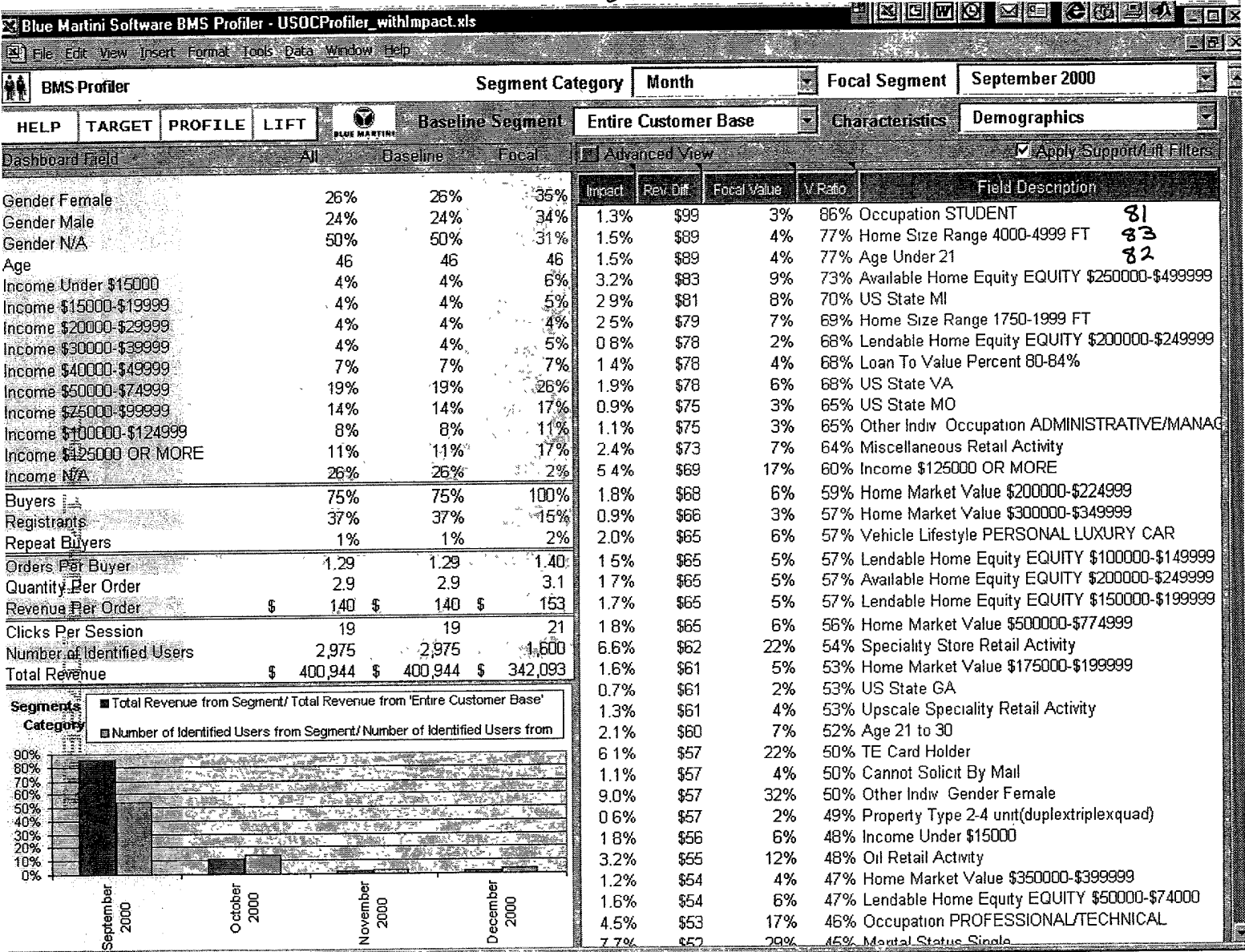


Figure 9
90

Exemplary Characteristics

Field Description

Home Market Value \$1000000+
 Lendable Home Equity EQUITY \$750000-\$999999
 Gender Female
 Occupation HOUSEWIFE
 Other Indiv. Occupation RETIRED
 CRA Income Classification Moderate Income
 Other Indiv. Gender Male
 Occupation CLERICAL/WHITE COLLAR
 Home Market Value \$125000-\$149999
 Marital Status Inferred Married
 Other Indiv. Occupation PROFESSIONAL/TECHNICAL
 Available Home Equity EQUITY \$150000-\$199999
 Age 51 to 60
 Other Indiv. Occupation ADMINISTRATIVE/MANAGERIAL
 Lendable Home Equity EQUITY \$100000-\$149999
 Home Size Range 2000-2499 FT
 Home Market Value \$75000-\$99999
 Lendable Home Equity EQUITY \$50000-\$74000
 US State MI
 Home Market Value \$1000-\$24999
 Income \$50000-\$74999
 Home Size Range 1250-1499 FT
 Home Market Value \$150000-\$174999
 Occupation ADMINISTRATIVE/MANAGERIAL
 Vehicle Lifestyle PERSONAL LUXURY CAR
 Available Home Equity EQUITY \$1-\$4999
 Lot Size Range GREATER THAN 1 ACRE
 Home Size Range 1000-1249 FT
 US State OH
 Income \$15000-\$19999
 Vehicle Lifestyle FULL SIZE (STANDARD/LUXURY)
 Income Under \$15000
 Working Woman
 Available Home Equity EQUITY \$30000-\$49000
 Loan To Value Percent 0% (NO LOANS)
 Loan To Value Percent 01-49%
 US State PA
 Occupation PROFESSIONAL/TECHNICAL
 US State TX
 Home Market Value \$225000-\$249999
 Income \$30000-\$39999
 Mail Order Buyer
 Mail Responder
 Age 41 to 50
 Gas Dept Retail Card Holder

FIG. 10

